

City Manager's Blog

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Week of November 6, 2017

GENERAL INFORMATION

Santa Clara City Library 2016 Comic Con receives PR Excellence Award: On November 4, the California Library Association (CLA) recognized PR Excellence Award recipients at the Annual CLA Conference in Riverside, CA. PR Excellence Awards recognizes the highest quality efforts of California libraries in promoting and communicating their message to their customers. The Santa Clara City Library was recognized and awarded the 2017 PR Excellence Award for the category of \$5M-\$10M Event or Campaign, for the Santa Clara City Library 2016 Comic Con event. In 2016, the Santa Clara Library received the Best in Show Award for STEM Central.

Agnew Park Rehabilitation Community Meeting Held on November 4: The first community outreach meeting for Agnew Park and Playground Rehabilitation was held at Agnew Park. Six residents attended to share their thoughts on a new playground structure and other park features, including perimeter pathway, accessibility issues, lighting, front entryway, vegetation, and an amphitheater. A community survey will follow to gather additional input on the project the week of November 27.

Fuller Street Park Sport Court Community Meeting held on November 4: The first community outreach meeting for Fuller Street Park was held at the Youth Soccer Park community room due to rain. Over 20 residents attended for an engaging discussion about how the park is used and what type of sport court(s) are preferred including basketball, volleyball, fitness apparatus and grass renovation. A community survey will follow to gather additional input on the project the week of November 27.

Open City Hall Surveys available for Bowers Park and Machado Park Rehabilitation Projects: The City continues to gather community input regarding the Bowers Park and Playground and Machado Park and Playground Rehabilitation Projects. The surveys are available on the City website until November 13. Please visit www.santaclaraca.gov/opencityhall to take online surveys and provide feedback on both projects.

Proceeds from 2017 Art & Wine Festival Presented to Local Charities: At the November 7 Council meeting, the Parks & Recreation Commission was pleased to present \$89,000 in proceeds from the 37th Annual Art & Wine Festival to local charities, including: Santa Clara Friends of the Parks & Recreation Department, Santa Clara Schools Foundation, Santa Clara Senior Center Health & Wellness Program, Santa Clara Police Activities League, Santa Clara High School Grad Night, Wilcox High School Grad Night, Rotary Club of Santa Clara, Wade Brummal Youth Sports Grant Program.



New LED Perimeter Lights Installed at Community Recreation Center: The recently old exterior incandescent light fixtures and bulbs surrounding the Community Recreation Center (CRC) located at 969 Kiely Boulevard have been replaced. The new light fixtures are LED, which improves visibility for safety, increases energy efficiency and reduces maintenance costs for the CRC.

Zoning Code Update: The process of updating the current Zoning Ordinance is currently underway to make the City Code consistent with the General Plan. Stakeholder interviews are taking place for the Zoning Code Update over the next several weeks. Staff are contacting recent applicants to invite their participation in the process and interested parties who have used the Zoning Code in the past (for example, as part of permitting a home addition) are encouraged to participate by contacting the Planning Division at planning@santaclaraca.gov.

Newhall Street Stop Sign Request: A Stop Sign Study will be conducted for the intersection of Newhall Street at Bohannon Drive. Staff will gather speed and volume data on Newhall Street between Winchester Avenue and Saratoga Avenue. The location will be added to Traffic Engineering's Citizen Request Database for tracking and scheduling. The uncontrolled pedestrian crossing at the intersection will also be studied in the future. Staff is currently prioritizing the review of uncontrolled crosswalks near schools or senior facilities.

Tasman Bike Lane Project: The Tasman Bicycle Lane Project has reached substantial completion. This project installed bicycle lanes on Tasman Drive in Santa Clara between Sunnyvale and San Jose, completing a vital east-west Countywide bicycle corridor. Due to insufficient width, the section of bicycle lanes on eastbound Tasman Drive between Patrick Henry Drive and Old Ironsides Drive will be installed as part of the Genzon Development's requirement to widen this portion of the roadway.

HAWK Beacons: To date, the City has activated several HAWK beacons on high pedestrian activity corridors and three more in front of the two high schools in Santa Clara are being prepared to activate. Staff has been working on preparing educational videos and flyers to help inform the general public so they understand how to respond to an activated HAWK Beacon signal. Staff has also been coordinating with the Santa Clara Unified School District to reach out to school children and their parents to provide information on how to use the beacons as pedestrians and motorists.

Fall Back on the clocks...and on Watering!

Residents and businesses have done a stellar job conserving water throughout the year, using 14.5% less water than 2013! We encourage all water users to continue to preserve this precious resource. Some tips for the fall and winter seasons:

- As rain starts to fall, landscape timers can be dialed back and nature can do your watering for you.
- It is recommended that residents and businesses water no more than three days a week for turf and landscape, even in the summer.
- As fall and winter come around, watering times can be reduced as well. Every minute counts!
- Watering should be done in the evening or early morning hours (generally between 6pm and 10am) when temperatures are cooler, as to avoid losing water to evaporation.



- Mulching around plants will help reduce evaporation as well.
- Watering of turf or landscapes during and within 48 hours of measurable rain is prohibited by City code no matter the season.

For more information on how to make conservation a way of life, please visit us online at:
www.santaclaraca.gov/waterconservation

RESPONSES TO COUNCIL INQUIRIES

Santa Clara Train Station Joint Development Project Exclusive Negotiating Agreement:

The City of Santa Clara and Valley Transportation Authority (VTA) are partnering to explore the development of an approximately 2.4 acre property. The property is located across from the Santa Clara Train Station and the Santa Clara Police Station. Comprised of two parcels, the potential development site is currently vacant and used for commuter parking. Republic Metropolitan is proposing to develop a student housing facility with ground floor retail. An Exclusive Negotiating Rights Agreement with Republic Metropolitan is anticipated to be brought forward for City Council consideration on December 5 and December 19.

Historic Preservation Program: As part of the City Council's adoption of a Historic Preservation Ordinance at the November 7, 2017 City Council meeting, the Council directed staff to conduct a review of the ordinance at 18 months after adoption (e.g., in May 2019) to determine the effectiveness of the ordinance in achieving the City's preservation program goals. The Council also directed that the City's Historic Resource Inventory be updated prior to the 18-month review to include all properties that have been designated by the Council. The Council further directed the City Manager to develop a work program and budget for a comprehensive survey of properties within Santa Clara that might be eligible for designation as historic resources. A budget appropriation will be developed for the City Council consideration as part of the FY 2017-2018 Proposed Budget deliberations or can be directed by the City Council as part of the Policy Priority Setting Session in December 2017.

The initial step of survey work can be conducted by City staff, but outside consultant services would be necessary if the City wants as a subsequent step to evaluate such resources and prepare the necessary documentation that would allow their designation. Prior to conducting the survey, staff would work with the Historical Landmarks Commission (HLC) to further clarify the City's criteria for the identification of resources. This work is estimated to require approximately 0.15 FTE of Associate/Assistant Planner time over a 12-month period, assuming the ability to coordinate some of the survey work with volunteer members of the HLC. The City does not currently have any funds budgeted to support this program. The survey and HLC coordination work could be performed by existing staff diverted from the fee program, but the allocation of staff resources will need to be managed in relationship to other City Council long-range planning priorities and supported through a General Fund allocation to cover the necessary staff time.

Update on Living Wage Policy Discussion: When Council adopted an Ordinance establishing the City's local minimum wage in July of this year, by consensus, the Council referred to the City Manager to schedule a Study Session regarding a living wage policy for City-owned facilities, which was to heard by the end of 2017. As I continue to work through other upcoming policy issues, while simultaneously managing items on the remainder of meetings for 2017, this item is anticipated to be heard in January.



LEVI'S STADIUM RELATED UPDATES

November 5 Football Game: San Francisco 49ers vs. Arizona Cardinals: On November 5, 2017, the San Francisco 49ers played the Arizona Cardinals at Levi's Stadium. There were 51,580 fans in attendance. There were no significant events reported at the stadium.

Traffic Advisory for November 12: San Francisco 49ers vs. New York Giants: On November 9, a Traffic Advisory for Levi's Stadium and the surrounding Area was issued on the City website, social media channels and E-Notify for the upcoming game on November 12 between the San Francisco 49ers and the New York Giants.

Upcoming Levi's Stadium Events:

November 19 – Golden Heart 4.9K Run Walk

November 26 – 49ers vs. Seahawks

UPCOMING EVENTS & MEETINGS

Downtown Revitalization Community Meeting on November 15: A community meeting to discuss a vision for the future revitalization of Santa Clara's historic downtown will be held at City Council Chambers from 6:30 p.m. to 8:30 p.m. More info can be found online at; <http://santaclaraca.gov/government/departments/city-manager/downtown-revitalization-project>

Website Redesign Community Meeting on November 30: The City of Santa Clara will host a second focus group meeting on November 30 at the Senior Center located at 1303 Fremont Street from 5:30 p.m. – 6:30 p.m. The meeting will include an overview of the new City website redesign and visioning exercises on what works best for the web user experience. For more info, call 408-615-2210 or email communications@santaclaraca.gov

El Camino Real Specific Plan Pop-Up Workshops to be held December 2: A Pop-up workshop for the El Camino Specific Plan will be on December 2 from 9:00 a.m. to 1:00 p.m. at the Santa Clara Farmers Market, located at 950 Jackson Street. The City of Santa Clara is in the process of developing a Specific Plan for the El Camino Real corridor within city limits. Community members will have the opportunity to receive updates and provide feedback. In addition, online surveys for the El Camino Real Specific Plan will be available by the end of November.

Contact Information:

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